



ECCO

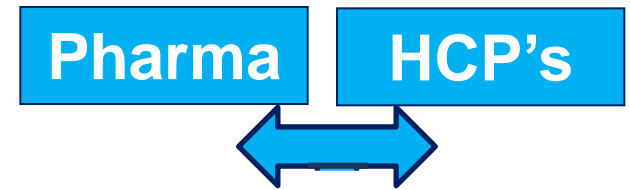
European CanCer Organisation

Disclosure Webinar Sept 16th 2014



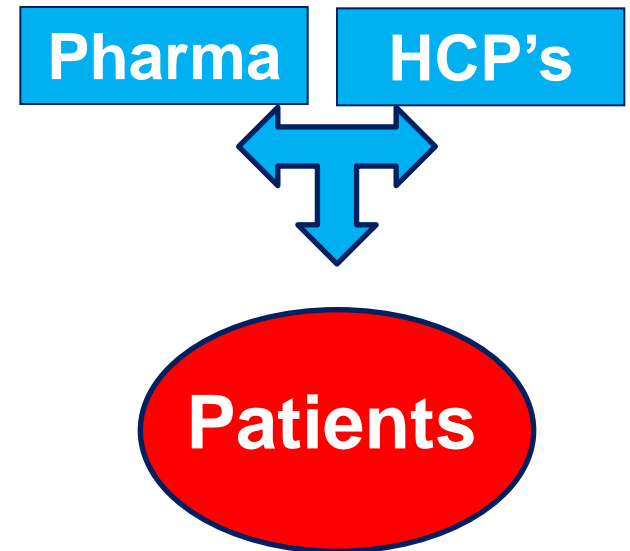
■ The relationship Pharma/HCP's

- Many **important innovations** have arisen from close **collaboration** HCP's / Industry



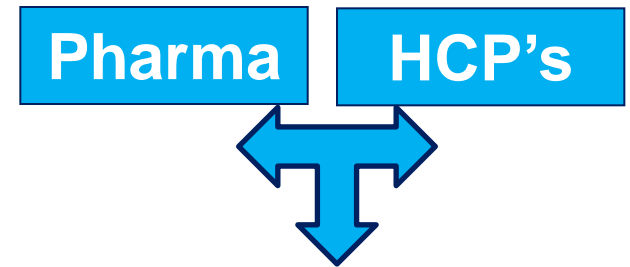
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- Worry that this relationship would **impact the patients**



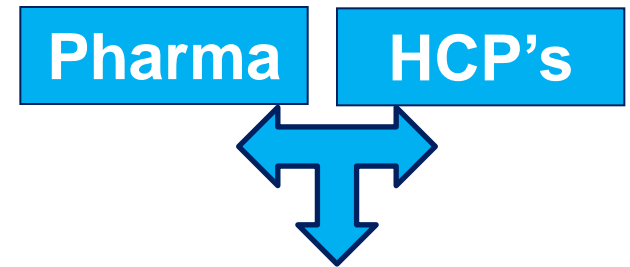
The relationship Pharma/HCP's

- Many **important innovations** have arisen from close **collaboration** HCP's / Industry
- Worry that this relationship would **impact the patients**
- The concept of **conflict of interest (coi)**



■ The relationship Pharma/HCP's

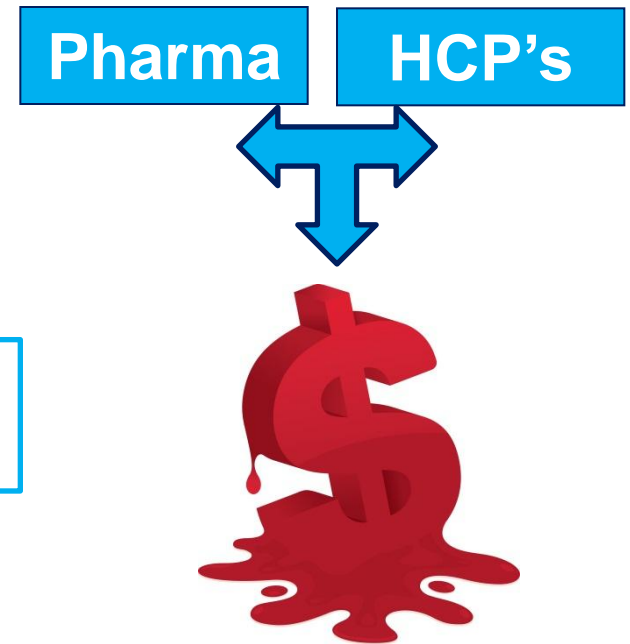
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- This generates a **cost**

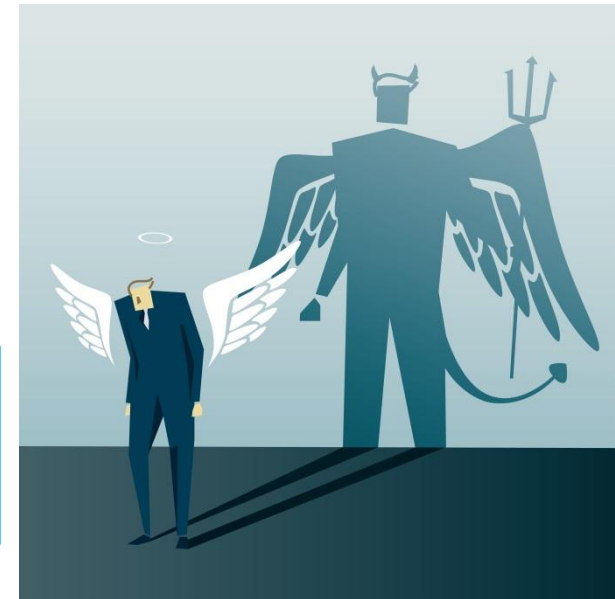
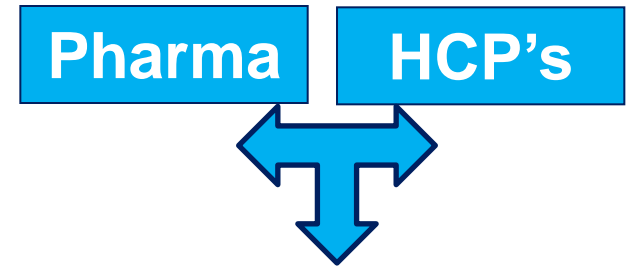


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■ Is there a **coi** each time there is **payment**?



Examples of important interactions between the «academic world» and the Pharmaceutical Industry in the field of ONCOLOGY with a positive impact on patient care

Introducing new antihormonal agents in the treatment of early B.C.

TAMOXIFEN X 5 years

AI = new drug X 5 years

Pharma's choice

TAM **AI**

Academia's choice

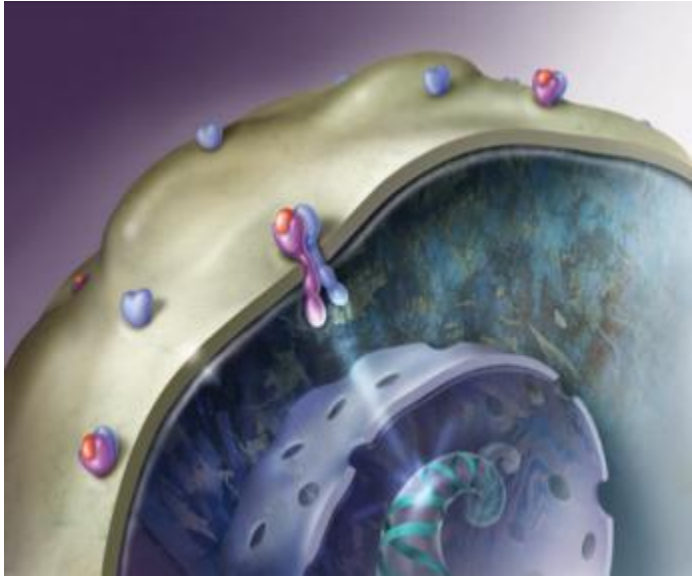
AI **TAM**

Academia's choice

Both superior to tamoxifen

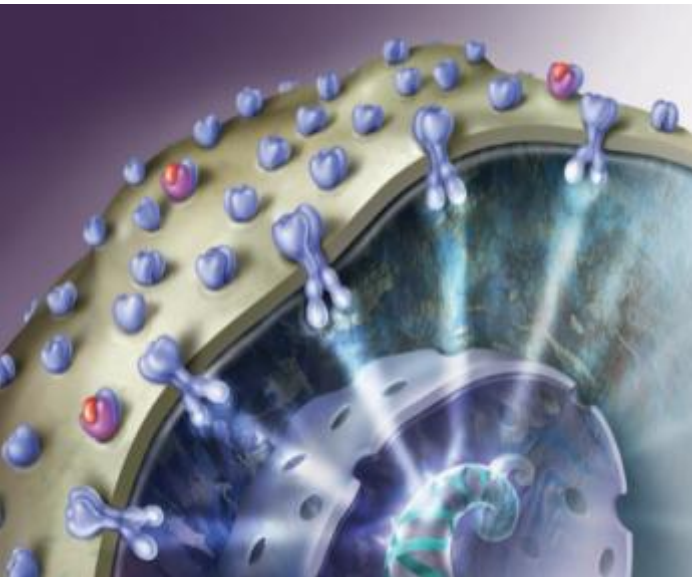
Academic arm : better tolerance/compliance

Tailored therapies for HER2+ Breast Cancer



→ Normal HER2 gene

≈ 2000 HER2 receptors on the cell surface

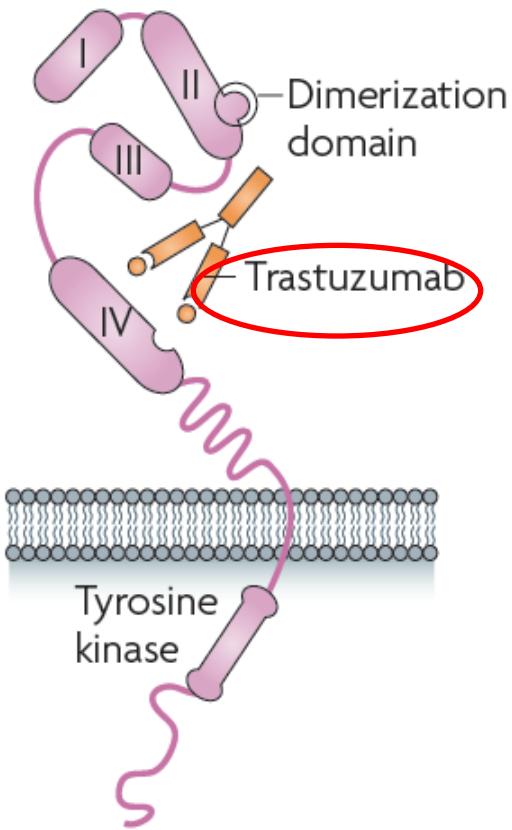


→ Amplified HER2 gene
(15-20 % of B.C.)

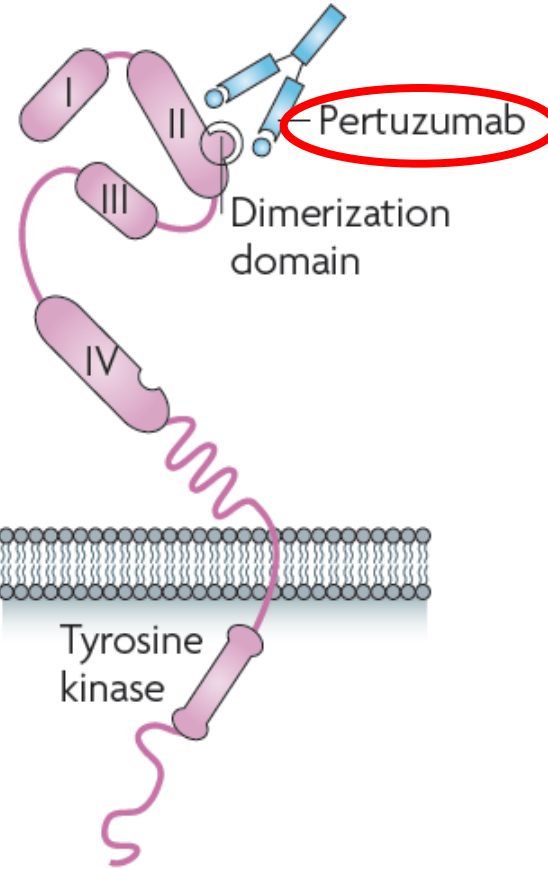
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Anti HER2 therapies

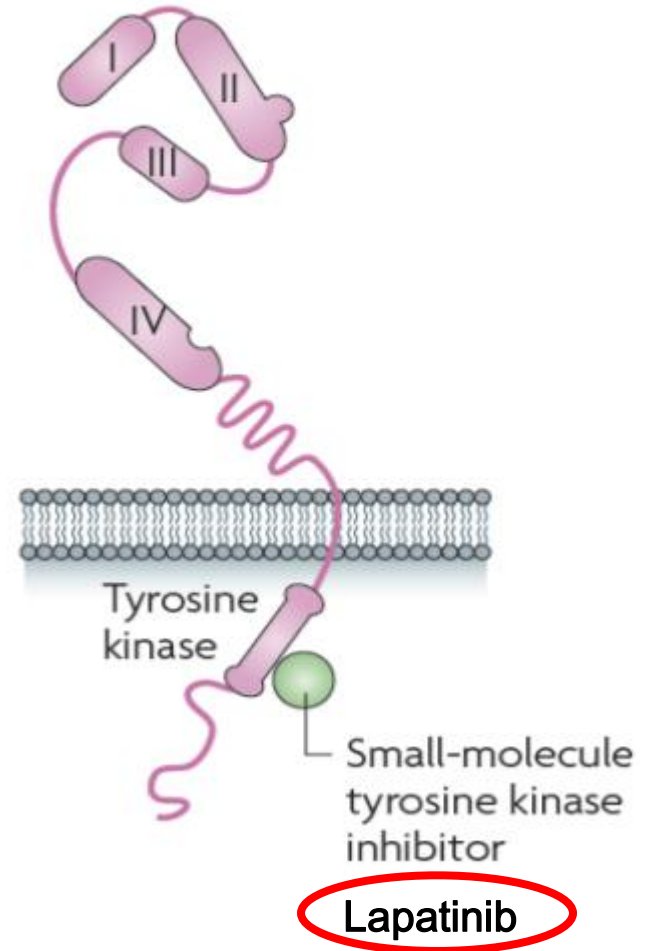
a Inhibition through direct antibody binding



b Inhibition through dimerization inhibition



c Inhibition of tyrosine kinase activity



Trastuzumab-DM1 in HER2+ MBC



Antibody Drug Conjugate

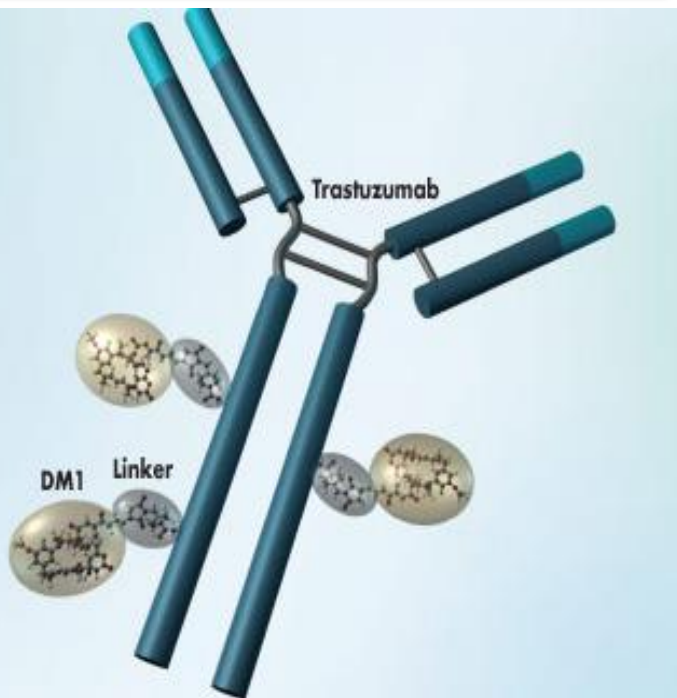
= trastuzumab linked to

DM1

Potent chemotherapeutic agent



- Maximal exposure of HER2+ tumors
- **Minimal exposure of normal tissues**
- Antitumor Properties of trastuzumab



Introduction of TDM1 in the treatment of early HER2+ BC

Industry's preference

Standard « aggressive » chemotherapy
+ trastuzumab/pertuzumab

+ TDM1

Observation

Academia's preference

TDM1 + pertuzumab
= « chemo light » regimen

Standard aggressive CTX
+ trastuzumab/pertuzumab

Now receiving
the support
of Pharma

Pharma >< Academia

Close collaboration in

- Designing clinical trials
- [Conducting clinical trials]
- Interpreting and communicating results of clinical trials
- Discovering how collected tumor samples can be best used for translational research

**Can only happen if « trust »
is built overtime !**

Pharma « advisory board »



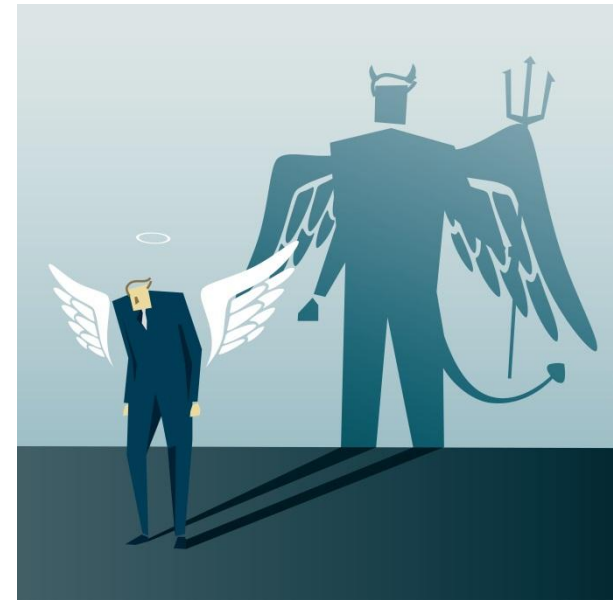
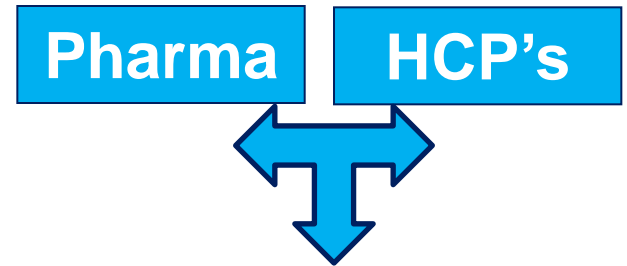
**« Consulting fees » to Academia experts
Range : 800 to 2500 Euros**

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- None

■ What to do with a coi

